



WXYZ

ORDER

Print Date 11/12/12

Page 1 of 6

Flight Dates **10/17/12-10/26/12**

Contract / Revision **314888 /**

Original Date / Revision
10/16/12 10/29/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

CARE for MI

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1362**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 30% Market Value 1042666

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	28%	291946
WDWB	%	0
WJBK	25%	260666
WKBD	2%	20853
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	15%	156400

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	119	\$265,880.00	\$312,800.00	0.00	10/01/12	10/26/12	119	\$265,880.00	\$312,800.00
Totals	119	\$265,880.00	\$312,800.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/17/12	10/19/12	430 AM News 7 Action News This Morni	CM	430a-5a	-- WTF--	:30	3	\$300.00	P-2	0.00 NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-- WTF--		3		\$300.00		0.00				
N 2	WXYZ	10/17/12	10/19/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- WTF--	:30	3	\$900.00	FX	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-- WTF--		3		\$900.00		0.00				
N 3	WXYZ	10/17/12	10/19/12	6am News M-F Action News 6am	CM	6-7am M-F	-- WTF--	:30	3	\$2,000.00	FX	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 11/12/12

Page 2 of 6

Contract / Revision **314888** Flight Dates **10/17/12-10/26/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/29/12

Order Sep 00:20:00

Advertiser **CARE for Michigan**

Product **CARE for MI**

Estimate # **1362**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/17/12	10/19/12	6am News M-F Action News 6am	CM	6-7am M-F	--WTF--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$2,000.00		0.00			
N 4	WXYZ	10/17/12	10/19/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	--WTF--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$2,000.00		0.00			
N 5	WXYZ	10/21/12	10/21/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
N 6	WXYZ	10/18/12	10/18/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	---T---	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,000.00		0.00			
N 7	WXYZ	10/17/12	10/19/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	--W-F--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W-F--					2	\$800.00		0.00			
N 8	WXYZ	10/17/12	10/19/12	12-1pm M-F 12-1pm	CM	12-1pm	--WTF--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$1,200.00		0.00			
N 9	WXYZ	10/17/12	10/19/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	--WTF--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$1,200.00		0.00			
N 10	WXYZ	10/17/12	10/19/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	--WTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$1,000.00		0.00			
N 11	WXYZ	10/17/12	10/19/12	5p News 5-6pm M-F	CM	5-6pm M-F	--WTF--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$2,000.00		0.00			
N 12	WXYZ	10/17/12	10/19/12	7p News M-F 7-730p	CM	7-730pm M-F	--WTF--	:30	3	\$2,500.00	FX	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$2,500.00		0.00			
N 13	WXYZ	10/20/12	10/20/12	Early News Sa 7p (Foll 3M Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$2,000.00		0.00			
N 14	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,800.00		0.00			
N 15	WXYZ	10/17/12	10/19/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	--WTF--	:30	3	\$3,000.00	FX	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 11/12/12

Page 3 of 6

Contract / Revision **314888** Flight Dates **10/17/12-10/26/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/29/12

Order Sep 00:20:00

Advertiser **CARE for Michigan**Product **CARE for MI**Estimate # **1362**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WXYZ	10/17/12	10/19/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	--WTF--	:30	3	\$3,000.00	FX	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					3	\$3,000.00		0.00			
N16	WXYZ	10/17/12	10/17/12	Wednesday Prime A Wednesday Prime A	CM	8-9pm Wednesday	--W----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----					1	\$7,500.00		0.00			
N17	WXYZ	10/17/12	10/17/12	Wednesday Prime C Wednesday Prime C	CM	10-11pm Wednesday	--W----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----					1	\$7,500.00		0.00			
N18	WXYZ	10/18/12	10/18/12	Thursday Prime B Thursday Prime B	CM	9-10pm Thursday	---T---	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---					1	\$15,000.00		0.00			
N19	WXYZ	10/18/12	10/18/12	Thursday Prime C Thursday Prime C	CM	10-11pm Thursday	---T---	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---					1	\$7,500.00		0.00			
N20	WXYZ	10/19/12	10/19/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$3,000.00		0.00			
N21	WXYZ	10/19/12	10/19/12	Friday Prime B Friday Prime B	CM	9-10pm Friday	----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$4,000.00		0.00			
N22	WXYZ	10/20/12	10/20/12	ABC Saturday Night Foot ABC's Saturday Night Foot	CM	SA 8pm-1130pm	-----S-	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$4,000.00		0.00			
N23	WXYZ	10/21/12	10/21/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$8,000.00		0.00			
N24	WXYZ	10/21/12	10/21/12	Sunday Prime D Sunday Prime D	CM	10-11pm Sunday	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$7,000.00		0.00			
N25	WXYZ	10/17/12	10/20/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	--W-FS-	:30	3	\$4,000.00	P-2	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W-FS-					3	\$4,000.00		0.00			
N26	WXYZ	10/21/12	10/21/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$3,000.00		0.00			
N27	WXYZ	10/17/12	10/19/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	--WTF--	:30	3	\$750.00	FX	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					3	\$750.00		0.00			



WXYZ

Print Date: 11/12/12

Page 4 of 6

Contract / Revision **314888** Flight Dates **10/17/12-10/26/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/29/12

Order Sep 00:20:00

Advertiser **CARE for Michigan**

Product **CARE for MI**

Estimate # **1362**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	WXYZ	10/17/12	10/19/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M--WTF--	:30	3	\$750.00	FX	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$750.00		0.00			
N28	WXYZ	10/17/12	10/19/12	12-1pm M-F 12-1pm	CM	12-1pm	--WTF--	:30	2	\$505.00	P-4	0.00	NM	2	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					2	\$505.00		0.00			
N29	WXYZ	10/18/12	10/18/12	Thursday Prime C Thursday Prime C	CM	10-11pm	Thursday--T---	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$5,000.00		0.00			
N30	WXYZ	10/17/12	10/21/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm	M-Sun--WTFSS	:30	2	\$1,125.00	P-4	0.00	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTFSS					2	\$1,125.00		0.00			
N31	WXYZ	10/18/12	10/18/12	Thursday Prime A Thursday Prime A	CM	8-9pm	Thursday---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$4,000.00		0.00			
N32	WXYZ	10/17/12	10/19/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm	M-F--WTF--	:30	4	\$860.00	P-4	0.00	NM	4	\$3,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					4	\$860.00		0.00			
N33	WXYZ	10/22/12	10/26/12	430 AM News 7 Action News This Morni	CM	430a-5a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$300.00		0.00			
N34	WXYZ	10/23/12	10/25/12	5am News M-F 5am News M-F	CM	5-6am	M-F--T---	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-T---					2	\$900.00		0.00			
N35	WXYZ	10/22/12	10/26/12	6am News M-F Action News 6am	CM	6-7am	M-W-F--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-W-F--					3	\$2,000.00		0.00			
N36	WXYZ	10/22/12	10/26/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am	MTWTF--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$2,000.00		0.00			
N37	WXYZ	10/22/12	10/26/12	M-F 10a-11a M-F 10a-11a	CM	10-11am	M-F--W-F--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--					2	\$800.00		0.00			
N38	WXYZ	10/22/12	10/26/12	12-1pm M-F 12-1pm	CM	12-1pm	MTWTF--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,200.00		0.00			
N39	WXYZ	10/22/12	10/26/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm	MTWTF--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 11/12/12

Page 5 of 6

Contract / Revision **314888** Flight Dates **10/17/12-10/26/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/29/12

Order Sep 00:20:00

Advertiser **CARE for Michigan**

Product **CARE for MI**

Estimate # **1362**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N39	WXYZ	10/22/12	10/26/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	MTWTF--	:30	5	\$1,200.00	FX	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	MTWTF--		5	\$1,200.00	0.00						
N40	WXYZ	10/22/12	10/26/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	MTWTF--	:30	5	\$1,000.00	P-3	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	MTWTF--		5	\$1,000.00	0.00						
N41	WXYZ	10/22/12	10/26/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF--	:30	5	\$2,000.00	FX	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	MTWTF--		5	\$2,000.00	0.00						
N42	WXYZ	10/22/12	10/26/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	MTWTF--	:30	5	\$3,000.00	FX	0.00 NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	MTWTF--		5	\$3,000.00	0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	3	WXYZ	10/22/12-10/28/12	Access M-F 730-8pm		730-8pm M-F	MTWThF----	:30		(\$3,000.00)		0.00 NM		
	Credited													
N43	WXYZ	10/22/12	10/22/12	Detroit Lions Football Detroit Lions Football	CM	830-1130p	M-----	:30	1	\$30,000.00	P-2	0.00 NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	M-----		1	\$30,000.00	0.00						
N44	WXYZ	10/23/12	10/23/12	Tuesday Prime B Tuesday Prime B	CM	9-10pm Tuesday	-T-----	:30	1	\$10,000.00	FX	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	-T-----		1	\$10,000.00	0.00						
N45	WXYZ	10/23/12	10/23/12	Tuesday Prime C Tuesday Prime C	CM	10-11pm Tuesday	-T-----	:30	1	\$7,500.00	P-2	0.00 NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	-T-----		1	\$7,500.00	0.00						
N46	WXYZ	10/24/12	10/24/12	Wednesday Prime B Wednesday Prime B	CM	9-10pm Wednesday	--W----	:30	1	\$15,000.00	P-2	0.00 NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	--W----		1	\$15,000.00	0.00						
N47	WXYZ	10/25/12	10/25/12	Thursday Prime B Thursday Prime B	CM	9-10pm Thursday	---T---	:30	1	\$15,000.00	P-2	0.00 NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	---T---		1	\$15,000.00	0.00						
N48	WXYZ	10/26/12	10/26/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	----F--		1	\$3,000.00	0.00						
N49	WXYZ	10/22/12	10/26/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-MTWTF--		:30	5	\$750.00	FX	0.00 NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	MTWTF--		5	\$750.00	0.00						
N50	WXYZ	10/22/12	10/25/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-SunM--T---		:30	2	\$4,000.00	P-2	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	M--T---		2	\$4,000.00	0.00						



WXYZ

Print Date: 11/12/12

Page 6 of 6

Contract / Revision **314888** Flight Dates **10/17/12-10/26/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/29/12

Order Sep 00:20:00

Advertiser **CARE for Michigan** Product **CARE for MI**

Estimate # **1362**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N51	WXYZ	10/22/12	10/26/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	MM- W- F- -	:30	3	\$3,000.00	FX	0.00 NM	3	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- W- F- -	3		\$3,000.00		0.00						
													Totals	119	\$312,800.00